

Neighborhood Edition

BARGAIN SATURDAY EDITION

TORRANCE HERALD

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Neighborhood Edition

SECTION TWO

KEYSTONE NOTES

Mr. and Mrs. George Nahmens and family of Carson street spent Sunday at the home of Mr. and Mrs. G. C. Nahmens in Long Beach who are parents of Mr. Nahmens. Mr. and Mrs. Edward Nahmens and family of Long Beach were also present.

Mr. and Mrs. George Koehler of Wilmington street and Mrs. Koehler's brother-in-law and sister, Mr. and Mrs. Vaughn Kaplanian and family of Los Angeles motored to Orange County Park on Sunday where they spent the day.

Mr. and Mrs. L. E. Hill and family of Avalon boulevard spent Sunday at the home of Mrs. Hill's parents, Mr. and Mrs. T. J. Boone in San Pedro.

The birthday anniversary on Saturday of little Anna Mae Billings, four years old daughter of Mr. and Mrs. P. F. Billings of Carson street was the inspiration for a dainty party on that day for many small guests, given by Mrs. Billings. With the house decorated throughout with sweet peas in pastel shades, games were played. At a table which carried the color scheme of pink and white, including pink nut baskets a beautifully decorated birthday cake centered the table. Following the serving of the refreshments the birthday gifts were opened by the honoree. Present were June Reed, Barbara Reed, Lucille and Phyllis Howe, Bernice, Marie and Dorothy Downing, Clea May Lindsey, Gayle Pierce, Layone Cooper, Jean Pierce, Susie and Geraldine Phillips, Catherine Cunningham, the honoree, Anna Mae and her sister, Laura Billings, all of Keystone and Bernice Eller of Wilmington. Mrs. L. E. Eller of Wilmington, sister of Mrs. Billings was also present at the affair.

Among the events in Keystone during the weekend, one of the most interesting was the card party held at the home of Mr. and Mrs. George Koehler on Wilmington street Saturday night. High scores were won by Mrs. Charles Keller and Charles Pierce; second prizes went to Mrs. Z. W. Jennings and S. S. Tannehill and consolation prizes were given to Mrs. S. S. Tannehill and Charles Winston. A late supper was served by Mrs. Koehler following the card games at a table beautifully decorated

with tiny yellow daisies and bearing favors. A beautiful basket of gladious adorned the living room. Present were Mr. and Mrs. Thomas A. Cowan, Mr. and Mrs. George Nahmens, Mrs. E. H. Poole, Mr. and Mrs. Harry C. Roogie, Mrs. Barbara Berry, Roy and Donald Barry, Mr. and Mrs. Charles Winston and son Bobbie, Mr. and Mrs. S. S. Tannehill, Mrs. Perna Piper, Mr. and Mrs. Charles H. Pierce all of Keystone, Mr. and Mrs. Z. W. Jennings of Glendale; C. E. Geist of Davidson City, Mr. and Mrs. Charles K. Keller of Long Beach.

Mrs. Charles M. Forrest was unanimously elected to serve another term as president of the Carson Street Parent-Teacher Association, following the election of officers which was held at the regular monthly meeting of the association on Monday afternoon. Other officers chosen were Mrs. L. E. Hill, first vice president; Mrs. Blanche E. Ritter, second vice president; Mrs. E. P. Howe, recording secretary; Mrs. Thomas A. Cowan, treasurer; Mrs. Alice Blackstad, parliamentarian; Mrs. Charles LeBoeur, historian and Mrs. Charles H. Pierce, auditor. Mrs. Talitha Carleton, program chairman, was in charge of the program which included two songs by the children of Mrs. Grace Moody's room; a piano duet, "Qui Vive" by Mrs. Carleton and Marion Hill and the showing of the moving pictures of the cast of "The Ladies Aid" the musical play given two months ago by the association which proved to be a pleasant surprise for the members. Dainty refreshments were served at the close of the meeting by the hostesses, Mrs. John R. Hilpert, Mrs. L. E. Hill and Mrs. L. C. Manny.

The Torrance District Garden club met on Saturday afternoon, May 18 at the home of Mrs. Roy Berry on Dolores street here.

The members of the faculty at Carson street school attended the harbor section of the City Teachers club meeting on Wednesday at the Cabrillo school, San Pedro. A program was given with Mrs. Tarr in charge, honoring the new superintendent of the harbor district, W. C. Conrad. An excellent musical program was given and refreshments were served.

TORRANCE, LOS ANGELES, AND A PAIR OF GIRL'S SHOES THEY COST \$5 IN THE CITY AND ONLY \$3.95 IN TORRANCE TRY TORRANCE STORES BARGAIN SATURDAY—YOU'LL SEE

A WOMAN came into a Torrance store with her little girl. She wanted a pair of shoes for the child. The Torrance merchant took off one of the girl's shoes, looked at it and said, "Where did you buy these?"

The lady replied, "I had the hardest time getting them. My daughter has a very narrow foot and I went to eight stores in Los Angeles before I could get shoes that fit her. I finally bought them at Blank's."

"Would you mind telling me what you paid for them?" asked the merchant.

"Not at all," she replied. "The cost five dollars. And I want a pair just like them only black."

The merchant was able to supply just the pair of shoes the lady wanted.

"How much are they?" she asked.

"Three dollars and ninety-five cents," he replied.

"Oh, I can't pay that much," she said.

"But you paid five dollars a pair for the same shoes in Los Angeles," he replied.

"Yes, but I couldn't pay that much here," she said.

WE relate this true incident for a purpose. This lady not only went to several stores before she could find shoes that fit her child and paid more for them than she would have paid in Torrance.

The shoes were made by a nationally known company. But it is sometimes customary in large city stores to charge extra for shoes of an unusual size, for they know that such sizes are not generally stocked and that people will pay more after they have shopped far to be fitted.

The local merchant cannot afford to mark up odd sizes for transactions with him are personal affairs. He knows his customers personally and knows that he must treat them with eminent fairness or he will lose their patronage. That's just plain business.

But why would the lady object to pay \$3.95 in Torrance for the same shoes which cost her \$5 in Los Angeles. Is it possible that the psychology of shopping leads a woman to pay more in a large metropolitan store than she will in a smaller store in her own city? The incident is eloquent with significance.

It indicates that big stores, dealing impersonally,

can "get away" with prices which no small city merchants would dare to attempt.

It indicates that shoppers will look in several big stores without finding what they seek and will go away without harboring antagonism against the merchants who have failed them.

Torrance merchants know local needs. Their stocks are purchased with both eyes on these needs. The chances are that what you want is right here in Torrance, if not in one store, in another.

TORRANCE merchants, staging a special bargain Saturday once each month are offering special low prices as an inducement to introduce the people of this city and this district to their stores. They ask only that the public take advantage of these bargains and while doing so inspect local stocks. For they know that inspections means future if not present patronage from you.

If you can't find it in one Torrance store you can probably find it in another.

You lady shoppers who walk from store to store in Los Angeles seeking some particular articles of merchandise—have you ever tried a similar method in Torrance?

The writer has heard women here say, "Well I went to John Doe's here in Torrance and he didn't have it so I went to the city."

If the same woman, however, had failed to find it in Blank's in Los Angeles she would have gone to another Los Angeles store—and not to Pasadena or Glendale.

We write this not in the spirit of antagonism—but merely for the purpose of stressing the point that Torrance stores are up-to-date; that inspection of their stocks will be greatly worth while to every purchaser of merchandise; that shoppers will do well to look well in Torrance before they decide they cannot buy it in Torrance stores.

SATURDAY, May 25 will mark the second special bargain Saturday in Torrance.

The first, held in April, was a big success. Buyers came to Torrance from all over the harbor district.

WALTERIA NOTES

The play, "How the Story Grew" was given by eight Walteria women under the auspices of the P. T. A. at the school house Friday evening. The play was directed by Miss Marie Stirt of the N. A. N. night school faculty. Those taking part in the play were Mesdames A. B. Hamilton, Chas. Cox, Gertrude Smith, H. B. Huffine, T. Crum, C. S. Schaeffer, C. S. Edmundson, and Miss Lorraine Schaeffer. The Walteria school orchestra furnished the music. Between acts attractions were, accordion selections, Chas. Lupin; vocal duet, Wm. Crowe and A. Hamilton; reading, Miss Frances Hagan; cartoon sketches, Norman Thornton; piano solo, C. S. Edmundson.

A May Day exercise was staged by the teachers and pupils of Walteria school Friday. It began with a parade of cars, bicycles, doll buggies, dog carts and covered wagons decorated, followed by Indians, pioneers, Robin Hood and his men and the Queen of May. A basket lunch was served at the noon hour, followed by a short outdoor program, a May Pole dance, crowning of the May Queen and a spring flower dance and fairy dance.

The Fidelis club met at the home of Mrs. C. L. Palmer on Los Codona street to give a farewell party to Mr. and Mrs. T. Crum, who are leaving this week for Jacksonville, where they expect to make their future home. A dainty luncheon was served by the hostess. Those present were Mrs. Wm. Crowthers, Mrs. O. Hamilton, Mrs. Geo. McKinley, Mrs. Dencie Crowthers, Mrs. Oliver Bryan and Mrs. M. L. Unmuth.

Merchants report scores of new customers. Many Torrance residents discovered surprisingly diversified stocks in Torrance stores, saved money on purchases, missed the tiring ride to the city and the tiring walk through the crowded city streets.

Bargain Saturday, May 25, is being advertised far and wide throughout the district of which Torrance is the geographical center.

Read the bargain news in this special section. Take advantage of the specially priced merchandise.

Buy the bargains and take the opportunity to inspect the other goods.

You'll find it is true that you can "buy better in Torrance."

Mr. and Mrs. F. Babinger and daughter Helen of Seal Beach were dinner guests of Mr. and Mrs. J. S. Polson of Park street. They spent the afternoon in the plunge at Redondo Beach.

Mr. and Mrs. Chas. Johnson and Misses Grace and Bettie Myrdlek of Colton were dinner guests at the home of Mr. Chas. Lupin of Park street.

Mr. and Mrs. C. S. Edmundson of Park street spent the weekend with Mrs. Edmundson's parents, Mr. and Mrs. L. B. Caldwell of Carpinteria. Mr. Edmundson returned Sunday, but Mrs. Edmundson will remain a week longer.

The Walteria P. T. A. will hold its regular meeting at the school, May 25. Mrs. A. C. Spaulding, art supervisor of Los Angeles city schools will talk on "Art in the Home."

Mrs. Clyde West of Walnut Park spent Thursday and Friday visiting at the home of Mr. and Mrs. O. L. Palmer of Los Codona street.

Mr. and Mrs. Alvin Ormshaw of Taft spent the weekend visiting with Mr. and Mrs. W. Davis of Ward street.

Mr. and Mrs. Schlinder of Ward street accompanied by their guest, Mrs. Kindal Carmaron of Omaha, Neb., and Dan Every attended a picnic at Bixby Park Sunday.

Mr. and Mrs. M. L. Campbell and children of Neece avenue, have returned from a two weeks' vacation at Yosemite.

TORRANCE BARGAIN SATURDAY



Again we have come to the Red Letter Bargain Day of the Month,—
Saturday, May 25th.

The Bargain Door to Bountiful Savings has been swung open wide by every one of the 203 Merchants of Torrance to make this month's Torrance Bargain Saturday an even greater success than the record-breaking Bargain Festival last month. Profits have been set aside in an endeavor to make it worth your while to come to Torrance and Shop. Don't miss this great co-operative sale day—TORRANCE BARGAIN SATURDAY, May 25.

Read Every Advertisement In This Section

Let Nothing
Keep
You
Away

You will marvel at the savings offered; and bear in mind that only a small portion of the Saturday Bargains can be printed here. Many, many others equally as attractive await you Saturday.

This Is the
Bargain
Day
of the Month

Greater Retail Division, Torrance Chamber of Commerce
"Look Around In Torrance, First"